

**University of South Florida
College of Business Administration
Department of Marketing**

**MAR 3613: Marketing Research
Section 901**

**Syllabus
*Spring 2006***

Professor: Yancy D. Edwards
Class Times: Wednesdays; 6:00 – 8:50pm
Class Location: BSN 1402;
Office Hours: Tuesday & Wednesday, 4:30 – 5:30pm; and by appointment
Office Location: BSN 3226
Office Phone: 974-6232
E-mail: yedwards@coba.usf.edu

Course Description:

Business professionals work in information-rich environments; their capacity to add value to their organizations is determined by their ability to collect, manage, generate, interpret, and discuss information. Information can be gathered within a firm, from external secondary data sources and from primary research. This course focuses on each of these methods with an emphasis on understanding the appropriate uses, limitations and interpretation of market information.

Learning Objectives:

The general objective of this course is to provide you with the skills necessary to collect, interpret, and use information to make marketing decisions. Specific objectives include:

1. Understanding what marketing research is, what kinds of information it can provide, and how it is used by marketing management.
2. Gaining the skills and knowledge necessary to conduct exploratory, descriptive, and causal studies.
3. Understanding and using statistical procedures for data analysis.
4. Gaining the ability to translate statistical output into meaningful information.

Additionally, through reading, in-class discussion and course assignments, you are expected to demonstrate a professional level of proficiency in the following skill-related activities:

5. Writing.
6. Oral communication including listening, thinking, and clearly expressing your ideas.
7. Analytical thinking.

Required Materials:

Burns and Bush, Marketing Research, New Jersey, Prentice Hall, 5th Edition, 2006. You will also have some copying expenses for your group project.

This textbook may be purchased at any of the bookstores where you purchase your textbooks for USF courses. Additional required and recommended readings, current news (i.e., NYTimes.com, WSJ.com), or materials may be posted on Blackboard (Bb). Please check Bb often as these items may be added or deleted on short notice.

Course Responsibilities:

Personal Data Sheet (PDS): The PDS provides me with a brief biographical sketch of all students enrolled in the course. You are required to complete a PDS so that I can get to know you and your classmates in a timely manner. The PDS is designed to help me tailor course content according to your interests and current knowledge of marketing, marketing research, and quantitative methods. Attach your photo in the upper right-hand corner of your PDS (required). The photo could be something as simple as a copy of the photo portion of your USF ID or driver's license. Whatever photo source you choose, please make sure the photo resembles you. ☺ It will help me associate your name with your face. Please submit your completed PDS with photo by Wednesday, January 18th.

Class Format: Class will involve lecture, discussion and in-class exercise(s). You are expected to question, challenge, and clarify the material as it is being covered. You should conduct yourself in a professional and mature manner. This includes showing respect for the diverse opinions and experiences of all students. Offensive language or verbal attacks on other students are unacceptable and will not be tolerated.

Class Preparation: You are expected to have read the assigned material prior to its coverage in class. You are responsible for all material in the assigned chapters except where noted by the instructor. Class notes will be available for dissemination through Bb. Lectures WILL NOT completely or exactly replicate the material and/or its presentation in the book.

Examinations: There will be two exams. The exams are NOT cumulative. Each exam will consist of an objective portion and an optional essay/short answer portion. Please note that an absence from an exam will be excused only when arrangements for such an absence have been made *prior* to the exam and approved by the instructor and/or with a written excuse from a physician. Without such approval you will receive a zero for the exam. Each exam will constitute 25% of your final grade.

Team Research Project: The team research project is designed to give you first hand experience with the material covered in this course. This project, consisting of two phases, will focus on the development of a new product. Phase 1 will involve qualitative research; phase 2 will involve quantitative research.

In phase 1, your team will gather secondary data and conduct two focus groups to develop and refine the product concept. A written report detailing your team's research and findings will be due. This report is worth 10% of your grade.

In phase 2, your team will collect and analyze survey information to test the generalizability of your team's phase 1 findings and develop recommendations regarding your team's new product target market, design, pricing, promotion, and distribution. A written report detailing your efforts and results will be due. This report is worth 25% of your final grade.

Ten percentage points will be deducted for each day a project report is late. Absolutely no exceptions will be made. Hence, budget computer problems into your timetable.

You will work in teams of 4-5 students. Peer evaluations will be taken into consideration when assigning individual grades. You will receive more details about the project on January 18th. **Please download a copy of the team research project from Bb for this course.**

Class Attendance and Participation: You are expected to attend and participate in all class meetings. It is imperative that you read the assignment(s) prior to class and come prepared to assume your role in the learning process. Your performance and satisfaction with this class depends a great deal on input from you and your classmates. The exchange of ideas is critical to your success in this class as it will help you clarify things for yourself, help other students understand concepts more clearly, and help me identify topics that require additional explanation. Class discussion provides you an opportunity to hone your communication skills related to business topics. These communication skills are highly valued by employers. The fact that you have been physically present in class does not mean you have participated.

My minimum expectations for students who expect to earn a perfect or near perfect grade for class attendance and participation are spelled out below.

- 1) You regularly attend class. Attendance counts only when you arrive to class on time and remain in class during the scheduled class period. Classes will start on time and continue for the full time allotted. Late arrivals and early departures are highly disruptive and disrespectful to me and your classmates. Thus, you should expect that absenteeism, late arrivals and early departures will negatively impact your class attendance grade.

I will take attendance several times during the scheduled class period. You are allowed 1 class absence (~ 4 missed role calls). Two class absences (~8 missed role calls) will result in a 3 point drop in your attendance points. Three class absences (~12 missed role calls) will result in a 7 point drop in your attendance points. Four class absences (~16 missed role calls) will result in the loss of all of your attendance points.

- 2) You demonstrate that you are prepared for class based on your familiarity with the required/suggested reading(s) and have thoughtful questions or relevant comments about **that day's class topic(s)**. *If you would like, please use Bb's Digital Dropbox or send me an email with your topic-relevant contribution at most 24 hours prior to the start of class.* The quality rather than the quantity of your questions/comments are evaluated.

Your topic-relevant contribution must be a current events news story. You must provide the following:

- a) URL and/or hardcopy of the article,
 - b) brief summary of the article,
 - c) how it relates to the upcoming class topic, and
 - d) your prediction, with support, of the impact to future marketing research and practice
- 3) You are attentive and actively engaged in sharing relevant personal and professional experiences that contribute to the learning process. The class will be greatly enhanced by your comments, suggestions, and questions. At the end of each class in which you contribute to the class discussion, please give me a sheet of paper (a half sheet is fine) with the date, your name, and the nature of your contribution. I will return the sheet of paper to you at the beginning of the next class. I will record and keep a running track record of your contributions.

Academic Honesty & Process: You're expected to comply with the University of South Florida's [Procedures for Alleged Academic Dishonesty or Disruption of Academic Process](#) found in the [Accent on Learning: Undergraduate Catalog of the University of South Florida 2005-2006](#). This information is located on pages 45-46 of the catalog. If you are in doubt regarding the application of the principles of academic honesty or process to the requirements of this course, please consult with me before you proceed. I will pursue and punish to the fullest extent possible any and all violations of the University of South Florida's [Procedures for Alleged Academic Dishonesty or Disruption of Academic Process](#).

Course Evaluation:

This course provides you with several opportunities for learning the material and also gives you frequent feedback on your performance. If you are concerned about your grade, see me early in the semester so we can work together to enhance your learning. In fairness to all students, **NO EXTRA CREDIT WILL BE OFFERED**. Therefore, please ensure that all work submitted is your best.

Attendance & Participation		15 points
Attendance	10 points	
Participation	5 points	
Exams		50 points
1 st Exam	25 points	
2 nd Exam	25 points	
Team Research Projects		35 points
Focus Group Report	10 points	
Survey Report	25 points	
Total		100 points

This is a business course and, as such, you will be graded for the course in the same manner as you will be throughout your professional career. The following table will give you an indication of what you may expect as your efforts are graded for the course:

Grade	School Description	Course (<i>Business</i>) Usage
A	Excellent	You have mastered all of the tasks given to you and left no doubt that you will excel when given more complex tasks. (<i>You are promoted, given a huge raise, a corner office, and a bonus.</i>)
B	Good	You have exceeded expectations in some areas but only met them in other areas. (<i>You receive a nice raise.</i>)
C	Satisfactory	You have done the work expected of you and little, if anything, else. (<i>You are allowed to keep your job.</i>)
D	Unsatisfactory	You have fallen well short of expectations and are put on probation. (<i>Drastic, immediate improvement is needed to save your job.</i>)
F	Failure	You have accomplished nothing worthwhile. (<i>You are terminated!</i>)

So, if you merely complete everything listed in this syllabus you may expect a “C” for the course. If you show initiative, interest, enthusiasm, and results, you may expect to progress in a positive direction. Should you choose to do less than the work required, you should also expect suffer the consequences of **your** choices.

Throughout the semester you will be able to track your grades on Bb. If you wish to discuss a grade, do so as soon as possible after the grade is posted. If you wish to earn a higher grade, work hard enough throughout the semester to achieve your goals. There will be absolutely no negotiation of grades for any reasons. The contributing factors to your final grade are listed in the syllabus and do not include the amount of effort you think you put into the course or assignments, the unforeseen limitations on your time, the possible loss of academic recognition or scholarship, or other non-course related issues. As already mentioned, there will be no “extra credit” assignments given to allow you to improve your grade situation at any time during the course.

The following scale will be used in the assignment of the final letter grade:

A	93-100	B-	80-82.99	D+	67-69.99
A-	90-92.99	C+	77-79.99	D	63-66.99
B+	87-89.99	C	73-76.99	D-	60-62.99
B	83-86.99	C-	70-72.99	F	below 60

Grading: To ensure that exceptional work can be rewarded with an exceptionally high grade, I maintain very high standards for your performance. Thus, I tend to award very few grades above 90% and many grades below 80%.

OTHER ASSIGNMENTS DUE at the BEGINNING of class:

Mar 22nd - A copy of your final survey typed, pre-coded, and formatted so as to look professional. In addition, you are to neatly hand print the level of measurement (nominal, ordinal, interval or ratio) that each question provides on the survey itself next to each question.

Apr 12th - A copy on **DISK** of your entire data set is due at the BEGINNING of class as evidence that you have entered your data using SPSS or EXCEL and are ready to begin analysis this class period. This disk will also be a backup in case you accidentally delete your data file.
NOTE: YOU NEED TO KEEP A COPY OF YOUR DATASET ON DISK FOR YOURSELF AS WELL!

Course Schedule: The schedule of topics and readings listed below is subject to change on short notice. When this occurs, you are notified via Bb and an updated schedule will be posted. In fairness to students with very complex and demanding schedules, due dates will be changed only under extraordinary circumstances.

DATE	SCHEDULED TOPIC	ASSIGNMENTS	PROJECT TIME LINE
Jan 11 th	Course Introduction	Ch 1	
	Research process; Problem formulation; Introduction to Project; Group Formation	Ch 2	
18 th	Research Design	Ch 5 (p.114-top of 128)	PDS Due
25 th	Secondary Data	Ch 6 (p. 144-top of 158) Ch 7 (p. 176-187, 194-195)	Come up with project topic Consider: What questions can secondary data address for your project topic? Where will you look for each answer?
	Qualitative Research Methods	Ch 8	
Feb 1 st	Qualitative research applied to your project		Develop moderator guide for focus group 1
	Project Workshop to work on moderator's guide		
8 th	Descriptive studies- data collection methods	Ch 9	Interpret focus group 1 results; More secondary data analysis?; Develop moderator guide for focus group 2
	Project Workshop on Focus Groups	Conduct Focus Group 1	
15 th	Descriptive studies- data collection methods	Ch 9	Interpret focus group 2 results; More secondary data analysis?
	Project Workshop on Focus Groups	Conduct Focus Group 2	
22 nd	Measurement Issues	Ch. 10	Consider: What questions, constructs and measures are appropriate for your product concept?

DATE	SCHEDULED TOPIC	ASSIGNMENTS	PROJECT TIME LINE
Mar 1 st	Designing Surveys	Ch 11	Focus Group Report Due
	Project Workshop to work on survey		
8 th	EXAM 1		
15 th	NO CLASS (SPRING BREAK)		
22 nd	Sampling Theory & Methods	Ch 12	Survey Due
	Sample Size Determination	Ch 13	
29 th	Data Collection, Nonresponse Error, and Sample Frame Error	Ch 14	Collect Data
Apr 5 th	Data Entry using SPSS & Basic Analysis <u>Bring A Copy of your Survey to Class!!</u>	Ch 15	Collect Data
	Understanding the Need for Analysis	Ch 16	
12 th	Analysis using SPSS <u>Bring A Copy of your Survey and your Data Disk to Class</u>	Ch 18, 19 Meet in Lab	Analyze Data Data Disk Due*
19 th	Analysis using SPSS <u>Bring A Copy of your Survey and your Data Disk to Class</u>	Ch 17 Meet in Lab	Analyze Data
26 th	Causal Designs	Ch 8 (p. 127-137)	Survey Report Due
	End of Semester Wrap Up		
May 3 rd	EXAM 2		

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Personal Data Sheet

(To be turned in by Wednesday, January 18th)

NAME:

Attach your photo here

EMAIL ADDRESS:

ACADEMIC MAJOR(S):

ACADEMIC MINOR(S):

QUANTITATIVE/ANALYTICAL COURSEWORK:

BUSINESS/MARKETING RESEARCH AND/OR BUSINESS WORK EXPERIENCE:

CAREER PLANS:

ASIDE FROM AN "A," WHAT WOULD YOU LIKE TO GAIN FROM THIS CLASS?